

Rep Order# 6816899 Ver# 1 Mod# 0 Status Confirmed  
EC'd No

Traffic Order# 770856

Printed: 05/18/2012 6:10 PM

1 of 2

Last Received: 05/18/2012 12:02 PM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS-B  
Estimate# 581  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/581  
Flight Dates 05/30/2012 - 06/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC-\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	10A-11A	MAURY POVICH	:60	\$100.00	05/31-05/31	1	1	1	\$100.00	
	2	F	10A-11A	MAURY POVICH	:60	\$100.00	06/01-06/01	1	1	1	\$100.00	
	3	W	3P-4P	PEOPLE'S COURT	:60	\$100.00	05/30-05/30	1	1	1	\$100.00	
	4	F	3P-4P	PEOPLE'S COURT	:60	\$100.00	06/01-06/01	1	1	1	\$100.00	
	5	TU	3P-4P	PEOPLE'S COURT	:60	\$100.00	06/05-06/05	1	1	1	\$100.00	
	6	F	10P-11P	FOX NEWS AT 10<	:60	\$350.00	06/01-06/01	1	1	1	\$350.00	
	7	M	10P-11P	FOX-NEWS AT 10<	:60	\$350.00	06/04-06/04	1	1	1	\$350.00	
	8	W	11P-1130P	SEINFELD<	:60	\$120.00	05/30-05/30	1	1	1	\$120.00	
	9	F	11P-1130P	SEINFELD<	:60	\$120.00	06/01-06/01	1	1	1	\$120.00	
	10	TU	11P-1130P	SEINFELD<	:60	\$120.00	06/05-06/05	1	1	1	\$120.00	

---REPORT TOTALS---

Report Totals: 10 / \$1,560.00

---SALES MONTHLY TOTALS---

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Jun 12: 10 / \$1,560.00  
Sales Totals: 10 / \$1,560.00  
Station Totals: 10 / \$1,560.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$26,000	CATV	0%	WNGT	0%	WNWO	8%	WTOL	53%	WTVG	33%
		WUPW	6%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENCV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE